



L ENSOLOGY AND SHUTTERISMS

Published bi-monthly
for, and in the inter-
est of Wollensak
dealers by the-
Promotion of Trade
Department of the
WOLLENSAK
OPTICAL COMPANY
ROCHESTER, NEW YORK

Vol. IV

No. 5

September - 1916 - October

C O N T E N T S

JUST A BIT
OF
ENTHUSIASM

*T*HAT thing
which we make
—likewise makes us
—therefore take
care to make it right.

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Wollensak Trophy Cup



The photographers throughout the country are no doubt more familiar with and have concerned themselves more about the Wollensak Trophy cup than have the dealers, yet this Trophy bears as vital relation to the dealer as to the photographer, if not more so. For the benefit of the many who have recently declared themselves Wollensak dealers and are anxious to place as many lens sales as possible let us explain the "why" of the Trophy cup.

Lensology & Shutterisms



If you had followed at all closely the photographic conventions for the past few years, you would have had brought to your attention the competition for and the awarding of about thirty Wollensak Trophy cups. You would have noticed the keen interest exhibited by those who competed and those who viewed the results, how the offering of this cup put added life to the convention, how the name Wollensak was placed before the public and the photographer made to think "Wollensak." The awarding of these cups has been splendid advertising for the Wollensak line and the Wollensak dealer has reaped the harvest as we do not sell direct.

We would assure, however, that aside from the publicity given the Wollensak line there is back of our offering the Trophy cup, a desire to serve and to show our appreciation to our kind patrons and a genuine desire to assist in advancing the standards of photography.

Hence Mr. Dealer can you not see that the Wollensak Trophy cup and the spirit in which it is given are two great factors working for those who advise their trade that they recommend and sell Wollensak Lenses and Shutters?

How about you?

We Were Right

In the last issue of L. & S. we ventured to say that the two lenses that would hold the pre-eminent position at the National convention would be the Ser. II Velostigmat and the Verito Diffused focus. Were we right? If you were there you know. If you missed the convention we are sorry but let us tell you about it.

It was certainly a great week. There was a most extensive display of materials and you have no doubt read in the Trade Journals about the interesting program. But when it came to interest in Lenses & Shutters one had to look for the Wollensak booth. This sounds rather egotistical for us but we cannot help it. We're just bubbling over with enthusiasm. Pearl Grace Loehr and Edward Henry Weston both used our lenses and notwithstanding the fact that there were three of us on the job. (Messrs. Gorton, Hawks and Dawes) we all had dry throats and tired feet ere each day was half spent. Fact is that some fellows would not let us wire for their lens, but insisted on taking home with them the ones we had on display. Yes sir, it's a

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Wollensak year allright and being advocates of preparedness we have in our Vaults enough glass to keep the "Complete Line" on the market for some little time to come. And then the supply is not cut off entirely so spruce up and get in line. Let us work with you for your banner year of lens sales and let them be sales of "the lens that satisfies."

WOLLENSAK

ENTHUSIASM

American Bridge Company
Ambridge, Pa.

I am the proud possessor of one of your Series III Velostigmat lenses, purchased from Alexander Bros. Co. of Pittsburgh, Pa. about a year ago, and I see by your advertisement in American Photography, that you have placed a Triple Convertible Velostigmat on the market.

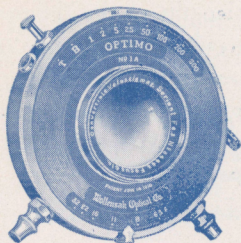
I shall soon need a good fast 8 x 10 lens, and if the new Velostigmat approaches the Series III in quality, I shall be pleased to invest in one. I have had splendid results with the Series III and have made several pictures using the front or rear element alone. I recently made a group of ninety-four men, with the rear element of the lens, and I sold over one hundred prints. Are you in the market for any work made with the single elements of the Series III? I am asking this, as I notice in your advertisements that nothing is said about the convertible features of this lens.

Will you kindly send me one of the new 1916 catalogues and any information about the new lens which you think will be of use to me? Wishing you success, I am,

Yours very truly,

(Signed) E. J. SIMPSON.

A Lens Sensation of Modern Times



Since the first of March last we have preached to some extent on the merits of the new Series I Velostigmat F:6.3 but take the chance of again calling to your attention this marvel of the day in order that the full solemnity of the meaning of the phrase "Triple Convertible" which we have attached to the name Velostigmat Series I may be realized by you.

If you stop one moment to consider the problem of the Commercial photographer you at once realize what an asset a truly triple convertible lens is. Take for example the 8 x 10 size; using the doublet a perfect anastigmat with a focal length of 12 inches is at command; using the Rear element a lens of 20 inches focus is ready for use and in the

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front element there is at your service a lens of 28 inches focus.

This Lens in all sizes with proportionate varied focal lengths to the different elements fully guaranteed and remarkably reasonable in price for a lens of this type is the commercial and amateur anastigmat many dealers are pushing. How about you? Any in stock? Can we not co-operate?

ENTHUSIASM

It certainly is a pleasure to do business with your company. You have gratified my every desire in the most courteous manner.

And I wish to state that in my estimation, the new Convertible Velostigmat Ser. I is not surpassed by any lens of its class on the market.

Thanking you for your excellent service, I beg to remain,
Very truly yours,

S. BROOKSBANK

P. O. Box 291

Manti, Utah.

ENTHUSIASM

While the judge was giving his charge to the jury in the burglary case, one of the jurymen fainted. His lordship had just impressively said:—

“Gentlemen of the jury, in arriving at a verdict you must take the testimony of the witnesses for the defense into consideration and give them full weight.”

At the words “and give them full weight,” the jurymen swooned away. He was a coal merchant.

Do It Now

If with pleasure you are viewing any work a
man is doing,

If you like him or you love him, tell him now.

Don't withhold your approbation till the parson
makes oration,

And he lies with snowy lilies o'er his brow;

For no matter how you shout it he won't really
care about it;

He won't know how many teardrops you have
shed;

If you think some praise is due him, now's the
time to slip it to him,

For he cannot read his tombstone when he's
dead.

More than fame and more than money is the
comment kind and sunny

And the hearty, warm approval of a friend,

For it gives to life a savor and it makes you
stronger, braver,

And it gives you heart and spirit to the end;

If he earns your praise - bestow it; if you like
him, let him know it;

Let the words of true encouragement be said;

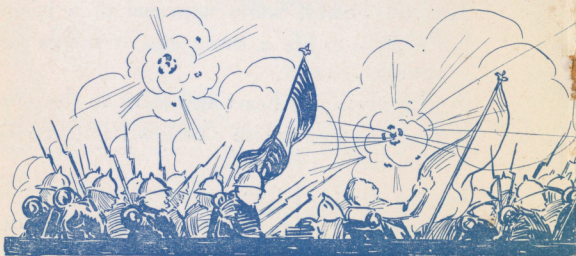
Do not wait till life is over and he's under-
neath the clover.

For he cannot read his tombstone when he's
dead.



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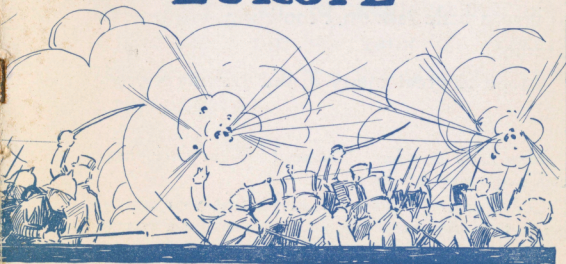
UNITED STATES



Two years ago we ran the above cut in L. & S. Today we are in
but our hearts cry out for those across the w



VS EUROPE



deed thankful that peace and prosperity still reign in our land,
later: "How long, O God, how long!"

Boston, Mass. -- Convention

What magnetic power those words have. Boston — Convention — Wollensak. Yes 'tis well to add Wollensak for the Boston Convention has always been a most enjoyable and profitable meeting for us. All through New England, in the leading studios, in those catering to a moderate trade and in the little town one man studios will be found lenses selected from the Complete Line to answer the particular purpose for which they are being used.

And now as we pen these words preparations are being made for our trip to Boston so as to be there for the Great 18th Annual Convention on the 12th, 13th and 14th of September. There will be on display the complete line and your humble servant the Editor, is booked to give a little talk on Promoting Trade in the Studio.

Hope to greet many of our friends there.

ENTHUSIASM

New Lady Boarder: "Mercy! What thick, heavy coffee cups they use here."

Old Boarder: "Yes; the idea is that your arm will get so tired lifting one cup, you won't ask for a second."

ENTHUSIASM

Possibly the shortage of dyestuffs will make the circus posters less trying to the eye next summer.

With the Last Issue of
L. & S.—

we sent you a booklet of Request Slips. What did YOU do with them? Many dealers have kept them ever handy and have mailed a number of them to us filled in and signed. It has been the means of our bringing into action the big siege guns of cooperation and the taking of many a prospects order where the effort without the assistance of the manufacturer may have proved futile.

Now then Mr. Dealer if you are not acquainted with our policy as yet, suppose you take a chance just once and say to your next prospect, "Wollensak" then say to us, "Bill Smith" or whatever his name is and see if this little game of "Three" (Dealer, prospect and manufacturer) isn't a sure winner.

"Name please?"

ENTHUSIASM

Having taken up physical culture exercises Mrs. Jones was asked if she found it helpful.

"Helpful!" she exclaimed. "Why this morning I was the first to reach a bargain counter out of 100 starters."

Lenology & Shutterisms

New York, June 19, 1916.

Wollensak Optical Co.

Rochester, New York

Gentlemen:

We wish to express our hearty appreciation of your letter of June 17th, regarding the troubles we are having with pictures of faces, and the difficulties which we have confronted and are likely to confront in solving the matter of focus.

We appreciate very much indeed the attitude you have taken, and while it has not resulted in an order for you at this time, you may be sure that we shall always think of the Wollensak Optical Company in a very much more favorable light than we did before, because now we know something about their spirit of service, where before we knew nothing about it.

Yours respectfully,

THE DENTIST'S SUPPLY CO.

ENTHUSIASM

May 12, 1916

We are herewith enclosing you check for ——— in full of account to date, and we wish to thank you in this connection for the very courteous treatment, extended us in the transaction in allowing our customer to have the extended time on "trying out" the machine. He tells us that he is satisfied in every way with the purchase which is of course mutually gratifying.

We hope that we may be able to "land another" at some time in the future.

Very truly yours,

CLAUDE E. PERKINS, Pharmacist
Gallatin, Tenn.

Lenology & Shutterisms

Wollensak Optical Co.
Rochester, N. Y.

May 24th, 1916.

Dear Sirs:

Your recent letter at hand and in reply will say that the Verito Diffused Focus lens you sent me a short time ago has been tested thoroughly as a projection lens for portrait enlarging and found to be a most excellent lens for this purpose. The principal advantage in this lens lies in the fact that you can make portrait enlargments of any degree of softness desired, by simply opening the size of the diaphragm. This softening or diffusion blends the retouching or other work done on the negative so nicely that it doesn't show hardly at all on the finished print portraits. It produces a picture that is soft, round and beautiful, just as things appear to the eye in nature. It works with good speed even when stopped down considerably. Everything considered the Verito is the lens par excellence for portrait enlarging.

WM. A. LENZ, Lebanon, Mo.

ENTHUSIASM

June 23, 1916.

Dear Sir:

We have your favor of the 21st inst. and beg to advise that the lens has been received in good order and we thank you very much for your prompt attention.

Very truly yours,

SPRAGUE-HATHWAY CO.

ENTHUSIASM

A gentleman who had married his cook was giving a dinner-party and between the courses the good lady sat with her hands spread on the tablecloth.

Suddenly the burr of conversation ceased, and in the silence that followed a young man on the right of his hostess said pleasantly:

"Awful pause!"

"Yes, they may be," said the old-time cook, with heightened color, "and yours would be like them if you had done half my work."

Where Have I Been?

Now that's a natural question for you to ask, for it seems, to me at least, a long, long time since I have written to any of our good friends, for I have been away from my desk and more or less out of touch with your individual needs for some six weeks. And now I am back just for this week before I go to the Boston convention.

Pleasure trip you say? Well, yes a pleasure trip but not a vacation if that's what you mean. But rather a busy business trip in the interests of Wollensak Dealers, but pleasant I assure you.

It started with the National convention in Cleveland and then with several stop-overs en route took me to the Wisconsin convention at Milwaukee, the North Central Assn. at Des Moines and the Missouri Valley Assn. convention at Lincoln Neb.

I tell you, friends, it did my heart good to make that trip for it revealed to me more than ever before the extent of the goodwill and confidence that exists for Wollensak products. Why do you realize that at the National convention the only complete line of photographic lenses and shutters that

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I saw were "Wollensak." The war no doubt caused other lines to be incomplete but the complete line with sixty-seven different lenses for the camera man and some twenty-six shutters made an impression most favorable for Wollensak dealers. And did you notice that at the Des Moines convention and the Lincoln convention this same complete line was displayed and that Wollensak Lenses were the only lenses displayed by their manufacturers?

We were on the job and glad to be for the kindly feeling of our dealers and the interest of the photographers convinced me that this effort and cooperation was well placed.

One of the largest dealers in all the west said to me that he believed the dealers should stand by and support any company that went to the expense and spent the time we did in showing our goods and helping them make sales. Not only did he say this but he put action with his words and placed in his stock a representative line of "the Lenses of known value" engraved Wollensak.

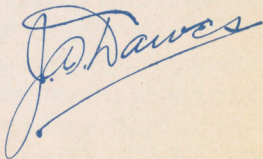
And do you know my friends that I sometimes wish to heaven that every Wollen-

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sak Dealer would realize how he could increase his lens sales if he had in stock at least a few lenses to serve as samples and show the type if not the particular size inquired for. I know all too well that it is not possible neither would it be practical for you to have the complete line in stock, but methinks I see in a vision that day when every dealer will analyze his trade and cooperate with us by putting in stock the lenses that will enable him to best serve his particular trade and methinks I see his successful efforts with our help in making lens sales (the most profitable of all in the line) pierce the clouds of meager profits and roll them back, revealing the rays of success from the commercial Sun-Progress.

And now with this vision clear in mind and to this coveted end, let me help you.

Manager
Promotion of
Trade Department



ENTHUSIASM

Will it not be pleasant when the world goes back to international chess competitions?

THE mintage
of wisdom is
to know that
rest is rust, and that
real life is in love,
laughter and work.

—ELBERT HUBBARD

What Constitutes Success?

He has achieved success who has lived well, laughed often and loved much; who has gained the respect of intelligent men and the love of little children; who has filled his niche and accomplished his task; who has left the world better than he found it, whether by an improved poppy, a perfect poem or a rescued soul; who has never lacked appreciation of earth's beauty or failed to express it; who has looked for the best in others and given the best he had; whose life was an inspiration; whose memory is a benediction.

—*Mrs. A. J. Stanley*